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LAURA LUFT
RACING

FIVE-STAR-DESIGN



LAURA LUFT
RACING





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#PASSION
PER
DEFINITION



LAURA ... WHO?



And so it begins

There she was, this young teenager. She may have looked reserved in the schoolyard, but this impression was deceptive: she was **focused** solely on the upcoming weekend, which she was anticipating with a joyful tingle.

It was Friday and the last school lesson was over. Now she had to rush home, because the Formula 1 World Championship final was just around the corner. The anticipation grew with every second. Two days full of emotion, top-class sport and pure **fascination** are laying ahead of her.

To get the right overview, one had to mark down the own statistics - pen and paper were already waiting to be used. Who would come out on top in the championship? Talking shop with her best buddies, Laura was now completely immersed in her world:

„Motorsport gripped me like a virus. One day I just had to sit in a racing car and go racing!“

For a long time, however, Laura's only connection to motorsport was watching: Neither her family nor her friends had any contact with racing. But the young woman saw a way from the television to the racetrack: **work hard** and earn the necessary money.



Bio

Name: Laura Luft

Birthday: 29.08.1984

Place of birth: Offenbach/Main

Nationality: German

Profession: Event Manager

Secondary jobs: F1 Paddock
Club Expert Host, sim racing &
Real Racing commentator

Licences: DMSB International C,
Nordschleifen Permit A,
FIA Bronze

”

It starts with you! If you want to achieve something, do it with passion and determination.“





From TV to the Green Hell

She soon finished her studies and the wages from her first job were invested directly in karting. From **2008**, Laura took part in countless **kart races** and gained technical know-how and tactical skills in team races at home and abroad. The result: several trophies in endurance races and podiums in 24-hour races with various international karting teams.

In **2016**, the long years of saving finally bore fruit: Laura fought her way from karting into her **first racing cockpit**. In the ADAC Dacia Logan Cup, she successfully navigated her way through a wide variety of racing situations right from the start.

In **2017**, Laura entered „sacred terrain“ for the first time: the Nürburgring Nordschleife. In a BMW Z4, she earned the next important licenses. Every euro was put aside - which in the end enabled her to race in the **RCN**.

In **2018** she switched to the **BMW M235i Racing Cup Class**.

In **2019**, the Offenbach native competed in her first **three VLN races**, this season in the **BMW M240i Racing Cup**. She also cleared another important hurdle: obtaining **Permit A**.

In **2020** and **2021**, Laura took part in the NLS 6h race and the NLS doubleheader, where she finished 3rd in her class.

In **2023**, the time had come: the **24-hour race** at the Nürburgring took place in front of an audience again after the pandemic. And Laura was there too. As part of the Adrenalin Motorsport team, she was at the wheel of a BMW M240i and drove in both the qualifying race and the 24-hour race on the Nürburgring Nordschleife to **3rd place** in the **BMW M240i class**.

And now?
Laura also wants to compete in international 24-hour races.



What are important values for you?

“Honesty, empathy, discipline, perseverance and team spirit.”

Laura, in addition to racing, you have many other tasks to master: your job as an event manager, commenting and moderating, your activity in the F1 Paddock Club and regular lectures - why do you do all this?

“On the one hand, my primary goal is to race. On the other hand, I want to offer added value with my other skills. My endless enthusiasm and passion help me to combine all of this.”

SIX QUESTIONS — SIX ANSWERS

***How do you
reconcile all that?***



For me, everything I do alongside my job and racing are the building blocks on the way to my goal. At work, I have to be super organized, disciplined and connected.

Besides, I never really rest, and this ambition is ultimately the key to success. On top of it, everything that has to do with motorsport is great fun for me!"

***What fulfills
you the most?***



I am often asked by my peers or younger people how I made it into racing. For many, it's a dream, but very few actually take the first step. Then I tell my story and usually get a lot of admiration from the other person.

I want to encourage these people by leading by example."

***What sets you
apart from the masses
of racing drivers?***



I see my goals in a broader context. I want to encourage people to get the best out of themselves and consciously steer their lives in the direction they choose. I want to show that it's worth sticking to your goals and persevering."

***Is Laura Luft
a stage name?***



No, it's 100% real!"



FAST - AND WHAT ELSE?



Motorsport in the heart and in the head

Laura's fascination for motorsport is infectious and her courageous approach is regarded as an absolute exception. This makes her a beacon - not only for her courageous peers, but also for the next generation.

„There are parallels to racing in many industries. For example, in my everyday life as an event manager: clear communication, flawless teamwork and absolute reliability are just as important there as they are when racing against the clock!“

The last race has barely been completed when the next mission is already waiting for the Hessian: as a **motivational speaker**, she speaks to an inquisitive crowd of young people. She shares her success story and proves that it is worth fighting for a goal.

She passes on her enthusiasm for motorsport to the outside world in many places. As a **F1 Paddock Club Expert Host**, she looks after guests from all over the world during **Formula 1 races** and shares her passion for motorsport with them.







Speed in all situations

Laura's job as a **F1 Paddock Club Expert Host** has fulfilled two great wishes: who doesn't dream of being able to follow the Formula 1 Grands Prix around the world? She can also pass on her knowledge and passion here.

Working with **young talent** is particularly close to Laura's heart. She never misses an opportunity to inspire young people - especially young girls - with her story and encourage them to believe in themselves and their dreams. It is precisely this spirit that Laura conveys when she hosts events such as youth sports awards ceremonies and, as sports director at a motorsport club, inspires young and old alike with the topic of motorsport.

Laura Luft also uses every free minute in between to devote herself to her passion: She refines her racing line with **sim racing** sessions on a professional racing simulator - and also provides valuable assistance to the next generation.

But that is by no means the end of the story: The next race weekend is already looming on the horizon. This time not on asphalt, but very close to the track: the Hessian is able to demonstrate her expertise and spontaneity when commentating on various **real racing and sim racing events**. For example, the **ADAC SimRacing Cup** and other **international sim racing formats**. She is also on site at the track for DMV races as a track commentator which is streamed live on YouTube.

The next time Laura sits in a racing car herself, she likes to have a co-driver next to her: as a **race taxi driver**, she lets her guests experience the thrill of speed up close.



THE GOAL FIRMLY IN SIGHT



How would YOU shape the next chapter?

This is where Laura Luft's story ends - and the future begins. The next chapters are not yet written, but a clear **mission statement** is: to compete in international 24-hour races.

Laura is certainly not resting on the laurels of the major milestone she reached in 2023 - finishing the 24-hour race at the Nürburgring on the podium. Quite the opposite. She intends to build on this success in international karting and motorsport in the coming years.

The perfect stage for your brand.

Preparing for races of this magnitude requires passion, discipline and perfect teamwork. Values that are therefore always key to Laura: **Team spirit, cohesion, reliability and endurance.**

”

*The determination
I bring with me is
exorbitant!*“





STRONGER TOGETHER



Four questions for you

1. Are you looking for an absolutely **convincing and decisive icon** for your brand?
2. Would you like to have a charismatic and authentic **ambassador** who represents the excitement of this racing action to the word?
3. Do you want to have a **reliable and long-term partner** on your side which sparkles your brand with passion?
4. Would you like to profit from **further skills** like moderation and motivation, both on- and off-track?

If you answer one of these questions with “yes” we should definitely meet. I am very much looking forward to finding a **tailor-made solution** for you which is a **100% match**.

The more creative we get the better; there are no limits. To the contrary; the more extravagant the concept, the more attention your brand will receive.

Teaming up with Laura Luft will get you a **personal brand ambassador**. Moreover, you will be granted access to her adrenaline packed world.

Laura Luft is **passion per definition**.



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